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JULY-SEPTEMBER 1965

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APR 1

CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

- **Fruit**
- **Juices**
- **Drinks**

AND OTHER PRODUCTS

CPFJ-162

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

0

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

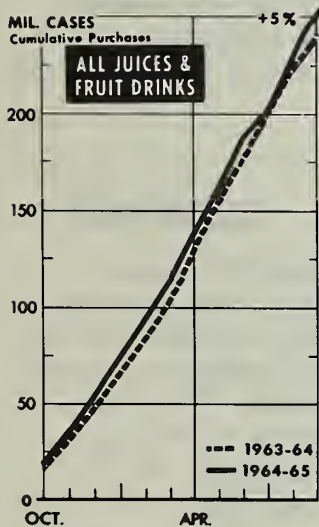
CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
JULY-SEPTEMBER 1965

By Vernice C. Mitchell
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

Consumer purchases of reported fruit juices and fruit drinks in July-September were up 6 percent--4 million cases, single-strength equivalent--compared with the same quarter of 1964. Purchases increased as more families bought larger quantities of citrus products, while purchases of noncitrus juices and fruit drinks declined. October-September cumulative purchases of fruit juices and drinks exceeded the year-earlier level by 5 percent or 12 million cases. (See figure in margin.)



The price for a 6-ounce can of frozen orange concentrate declined. But the number of families buying and the size of purchases per family were increased, resulting in a 48-percent rise in the sales volume. Consequently, total frozen concentrates advanced 39 percent, or 1.7 million gallons, and accounted for 31 percent of the market for juice and fruit drinks.

Chilled orange juice and canned single-strength orange juice made moderate gains in both sales volume and share of market. The gains for the former were based on more families buying; whereas, the latter increases were due to larger quantities bought per buying family. The price of chilled juice, at 42.4 cent per quart, was 11 percent lower than a year earlier, while price of canned single-strength juice (43.9 cents per 46-ounce can) was down 23 percent compared with the same months of 1963-64. Prune juice and other noncitrus juices declined slightly in sales volume, number of families buying, size of purchase, and price.

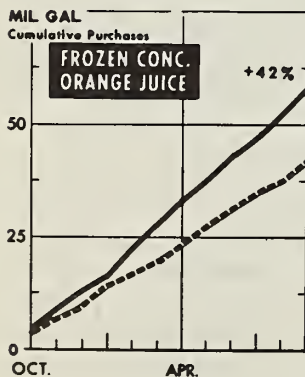
The retail movement of frozen concentrated and single-strength fruit drinks was slow during October-September 1964-65 compared with the same months of 1963-64. Total fruit drinks lost 7 percentage points in share of market, the loss being evenly distributed between the 2 products.

In the processed citrus fruit category, canned grapefruit sections gained 16 percent in volume purchased due to an increase in the number of families buying and larger purchases bought per family. Chilled salad sections dropped 10 percent because fewer families made purchases. Prices declined around 10-to-11 percent for each.

Total fresh orange purchases increased 11 percent (average of 1.2 million dozen per month) in July-September compared with the same period in 1963-64. This was due to an increase in the number of families buying. However, purchases per family this quarter were down from a year ago, even though the price per dozen hardly changed. Fresh grapefruit buyers, however, increased in number and in size of purchase, raising retail movement by 59 percent for the quarter. Cumulative purchases and expenditures for October-September 1964-65 were the highest in the 3 years reported.

FROZEN CONCENTRATED JUICES

FCOJ Purchases on Upswing



Consumers purchased more frozen concentrated orange juice in July-September 1965 than in any other quarter since the December 1962 freeze (the next highest quarter was January-March 1965). July-September purchases were up 48 percent compared with a year earlier. This product accounted for 27 percent of all fruit juices and drinks bought for home use during the quarter--an 8 percentage point increase over a year earlier. These increases were brought about by a rise in the percentage of families buying and a larger average size purchase per buying family. (See tables 1, 16-19, and figs. 7-9.)

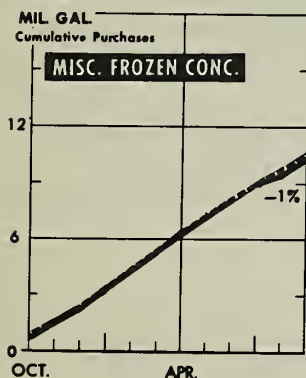
Size of purchase remained 21 percent above the year-earlier level, at a rate of 8 cans purchased per buying family each month, costing 17.6 cents per 6-ounce can in July-September. The buying family's seasonal average purchase of 44.6 ounces for 1964-65 exceeded the year-earlier volume by 18 percent, the highest since 1961-62.

The proportion of the Nation's families purchasing frozen concentrated orange juice in July-September exceeded the same time period in 1964 by 13 percentage points. However, the percent of families buying averaged less than 25 percent during 3 of the 4 quarters in 1964-65, compared with the same quarters in 1963-64.

The price of frozen concentrated orange juice continued to decline. This product was 25.2 cents per 6-ounce can in November 1964 but dropped steadily to 17.4 cents in September 1965. Price for the quarter was 31 percent below the corresponding quarter of 1963-64. The average price of 20.5 cents for the 1964-65 season is the lowest reported during the past 3 years.

Even though the 12-month cumulative purchases for 1964-65 remained 2 percent below the 1957-61 average, there was a 42.5 percent or 17.5 million gallon gain in volume over the 1963-64 level. This was the largest crop year movement of the past 3 years. Cumulative expenditures for 1964-65 advanced 10 percent over 1963-64 to the highest monetary value in the past 3 years, but surpassed the 1957-61 average by only 2 percent.

Purchases of Miscellaneous Frozen Concentrates Remain Downward

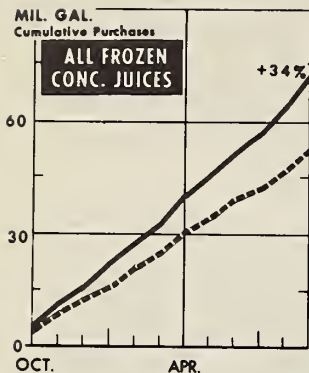


July-September purchases of all other frozen concentrated juices remained virtually the same as in the corresponding months of 1964. The number of ounces purchased per buying family increased 5 percent over July-September 1964, but was offset by a decline in the proportion of families buying.

The monthly average price of 18.9 cents per 6-ounce can for the quarter was 10 percent below July-September 1963-64 and emphasized the continued price decline for these products. Cumulative purchases and expenditures for October-September 1964-65 also declined from the year-earlier level.

Retail Movement of Frozen Concentrated Juices Continues to Rise

With an increase in purchases of frozen concentrated orange juice and the accompanying decline in purchases of fruit drinks, purchases of total frozen concentrated juices in July-September 1965 increased 39 percent--5.0 million gallons--compared with the same period a year earlier. Consequently, total frozen concentrates' share of the household market rose from 24 to 31 percent, while total fruit drinks dropped from 46 to 39 percent. (See tables 9, 18 and 19, and figs. 7 and 9.)

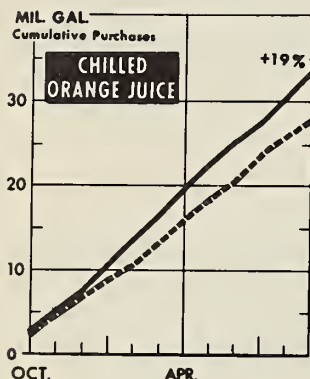


Cumulative purchases for October-September 1964-65 were the highest for the past 3 years reported but remained 15 percent below pre-December 1962 freeze levels. However, 1964-65 cumulative purchases rose 34 percent or 17.3 million gallons above 1963-64. (See figure in margin.) Cumulative expenditures were up 7 percent.

Prices paid for frozen concentrated juices averaged 17.8 cents per 6-ounce can during July-September, down 28 percent from the 1963-64 quarter. The 1964-65 season average price of 20.5 cents per 6-ounce can was the lowest in 3 years.

SINGLE-STRENGTH JUICES

Chilled Orange Juice Purchases Rise to a New High

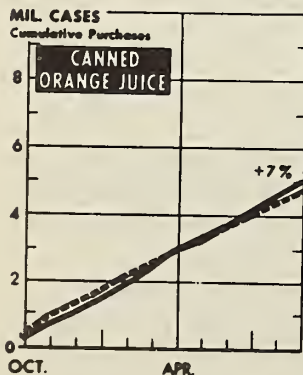


Household purchases of chilled orange juice were up 17 percent--1.1 million gallons--during July-September. Volume gains were due to an increase in the number of families buying the product, since the amount purchased per buying family was down 6 percent to 3 quarts per family. (See tables 2, 16-19, and figs. 7-9.)

The price, at 42.4 cents per quart, was down 11 percent from the corresponding quarter of the previous year. Expenditures for the quarter were slightly higher as the increase in purchases more than offset the decline in prices.

Cumulative purchases and expenditures for the 12-month period (October-September 1964-65) were the highest reported for this 9-year series. (See figure in margin.)

Buyers Purchase Larger Quantities of Canned Orange Juice



Consumer purchases of canned single-strength orange juice in July-September were up 28 percent or 286,000 cases. The gains in volume purchased were due to increases in the size of purchase per buying family--up 19 percent--and a slight increase in the proportion of families buying the product. (See tables 3, 16-19, and figs. 7-9.)

Retail prices started to decline in January 1965 and continued through this quarter--down 23 percent from a year earlier to a quarterly average price of 43.9 cents per 46-ounce can. Family expenditures dropped to 85 cents, compared with 93 cents in July-September 1963-64. Expenditures for the quarter were down 1 percent.

Cumulative purchases for October-September 1964-65 increased 7 percent, but remained 49 percent below the 1957-61 average. (See figure in margin.) However, prices were lower for three-fourths of 1964-65; thus, cumulative expenditures for the season were down 8 percent.

Canned Grapefruit Juice Purchases Increase

July-September purchases of single-strength grapefruit juice remained well above the levels of a year ago--69 percent or 916,000 cases. This gain in movement resulted from a significant increase in the percentage of families buying plus a larger size purchase per household.

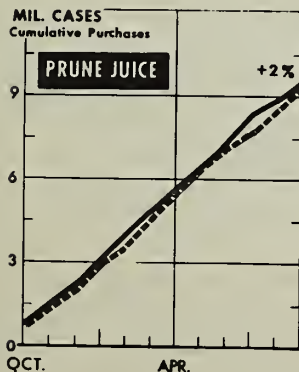
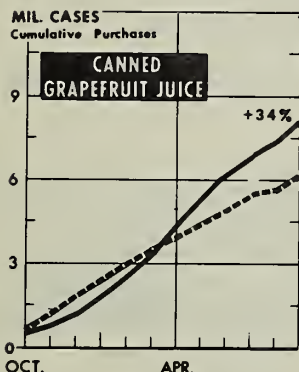
Cumulative purchases for the season (October-September 1964-65) advanced 34 percent, but were 3 percent below the 1957-61 average. (See figure in margin and tables 4, 16-19 and figs. 7-9.)

July-September prices were 12 percent below the same period in 1964. Prices dropped sharply in the past 9 months of the 1964-65 reporting year, compared with the same months of a year earlier. Consequently, the season average price was 9 percent below the previous year, but was 24 percent above the 1957-61 season average price.

Since increases in purchases more than offset price declines, expenditures for the quarter increased 49 percent--\$2.7 million--and cumulative expenditures for the year (October-September 1964-65) were the highest reported in the past 9 years.

Prune Juice Purchases Decline

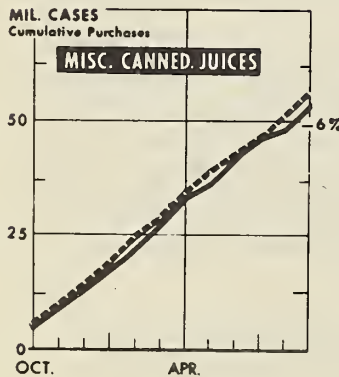
Consumer purchases of prune juice in July-September were 2 percent below the same period in 1963-64. The decline was due to fewer families making purchases. However, cumulative purchases for October-September 1964-65 advanced 2 percent above the previous record level of 1963-64, and 29 percent higher than the 1957-61 average. (See figure in margin; tables 5, 16-19 and figs. 7-9.)



The proportion of families buying prune juice was 1.4 percentage points below July-September 1964. The buying families increased their purchases 3 percent above the same quarter a year earlier. During the quarter, an average of 7 percent of the Nation's families bought 2.5 quarts per household. Expenditure per buying family was 98 cents per month.

The price dropped 4 percent in July-September compared to a year earlier. The 1964-65 seasonal average price--39.1 cents--was the lowest in 7 years. With lower prices and purchases during the quarter, expenditures were down 7 percent for July-September, and off 2 percent for the 12 months through September from a year earlier.

Slow Movement of Miscellaneous Canned Juices Continues

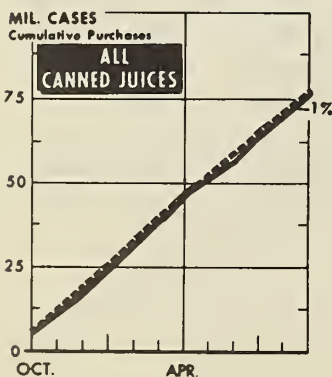


Purchases of miscellaneous canned single-strength juices, such as apple, grape, pineapple, tomato, and blends, continued to move slowly in July-September, as they had for the previous 3 quarters of the year. Fewer buyers and a smaller size of purchase accounted for the decline. (See tables 7, 16-19 and figs. 7-9.)

July-September purchases were off 5 percent--223,000 cases per month--from the previous year. Cumulative purchases for October-September 1964-65 were down 6 percent--3.4 million cases--from the corresponding months of 1963-64. (See figure in margin.)

The price remained the same for the quarter compared to a year ago, but did not influence the number of families buying. The size of purchase per household dropped 5 percent, resulting in lower expenditures.

Slight Decline in Canned Juice Purchases During the Year

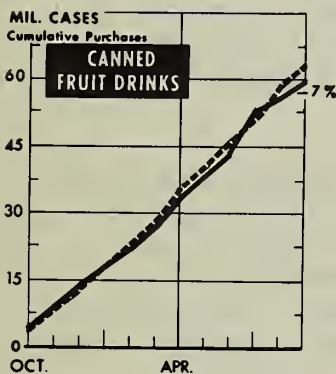


The total quantity of canned single-strength fruit juices purchased for home use in July-September was up 3 percent--160,000 cases per month--from a year earlier. But since purchases for 6 months of the year had been lower than the year before, cumulative purchases were down slightly from a year ago and down 3 percent from the 1957-61 average. (See figure in margin.) Cumulative expenditures also dropped 3 percent.

The proportion of families buying canned fruit juice virtually remained the same for this quarter. The size of purchase increased very little from this quarter a year ago, and the price dropped 1 cent each month during this period. However, the increase in purchases of frozen concentrates and chilled orange juice reduced the share of market for canned fruit juices for July-September. Family expenditure averaged 93 cents a month --2 to 5 cents higher per month than in this quarter in the preceding year. (See tables 11, 16-19 and figs. 7-9.)

FRUIT DRINKS

Sales of Canned Fruit Drinks Decline

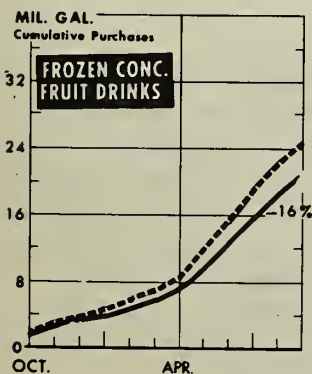


Consumer purchases of canned single-strength fruit drinks were down 7 percent in July-September compared to the same months last year. This decline was due to fewer families buying (from 26 to 24 percent per month) and a slight decrease in the average size of purchase. (See tables 12, 15-17 and figs. 7-9.)

Cumulative purchases were off 7 percent--4.7 million cases--from 1963-64. (See figure in margin.) However, the 1964-65 cumulative total was the second highest for this 6-year series. Since purchases and prices declined most of the year, cumulative expenditures were down 10 percent from the peak level of 1963-64.

The price of canned single-strength fruit drink was lower for each month of the quarter than 1963-64 months. During each month, the buying family on the average purchased 3.6 46-ounce cans of juice, costing 29 cents per can, equal to \$1.04 expenditure per family.

Retail Market for Frozen Fruit Drinks Declines



Consumer purchases of frozen concentrated fruit drinks continued to decline in the fourth quarter, as they did in the preceding 3 quarters of 1964-65. Purchases dropped 16 percent in July-September--1.5 million gallons--from those the same period a year ago. Cumulative purchases for October-September 1964-65 were also 16 percent below the previous year. (See figure in margin.)

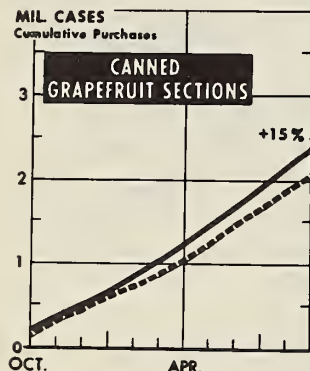
Retail prices were lower during all of 1964-65 compared with the previous year. July-September prices were off 11 percent. The average price paid during July-September was 10.4 cents per 6-ounce can compared with 11.7 cents a year earlier. (See tables 9, 15-19 and figs. 7 and 9.)

Since purchases and prices for July-September were both lower than the same period a year ago, expenditures for the quarter were off 24 percent, or \$5.5 million. Cumulative expenditures for October-September 1964-65 dropped 24 percent--\$16.5 million--compared with 1963-64.

CITRUS SECTIONS AND SALADS

Purchases of Canned Grapefruit Sections Up

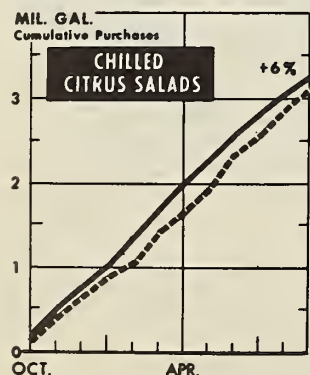
The increase in July-September purchases of canned grapefruit sections reflected the seasonal decline in purchases of fresh grapefruit. Purchases increased 16 percent, due to a 9-percent rise in the quantity purchased by 3.5 percent of the Nation's family. (See tables 6, 17-19 and figs. 7-9.)



Prices paid for a No. 303 can had dropped slightly in most months of 1964-65 and were down 11 percent for July-September from a year earlier. However, the average price each year has been steadily rising in the 9 years that data have been collected. The seasonal price for 1964-65 of 25.8 cents was the second highest for the series--topped by 27.7 cents in 1963-64.

Cumulative purchases for October-September 1964-65 were up 15 percent compared with the previous year. (See figure in margin.) Expenditures per quarter were higher three-fourths of the year, bringing cumulative expenditures for the year to 7 percent above a year ago.

Fewer Buyers in Citrus Salads and Sections Market

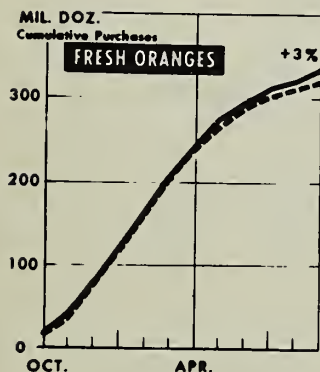


July-September purchases of citrus salads and sections were 10 percent below corresponding months of the previous year. This was due to fewer families buying, even though the average size purchase per buying family increased 12 percent. Monthly movement was lower from May-September 1965; however, cumulative purchases during October-September 1964-65 were up 6 percent--174,000 gallons--from corresponding months of 1963-64, because of the heavy movement during the first 7 months of the reporting period. (See figure in margin.)

Retail prices during July-September were 10 percent below that quarter the previous year. Moreover, the October-September 1964-65 seasonal average price of 69 cents per quart was the lowest for this 3 year series. As a result of lower prices and lower movement during the quarter, expenditures were down 19 percent--\$434,000--from the same period of last year. Cumulative expenditures for October-September 1964-65 were down 3 percent--\$241,000--from the previous year.

FRESH ORANGES AND GRAPEFRUIT

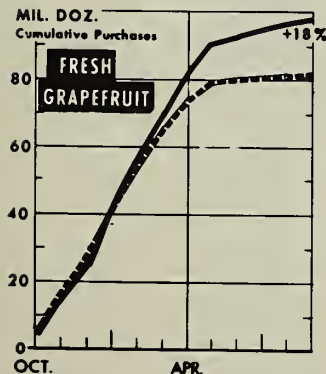
More Families Buy Fresh Oranges



Retail prices were about the same in July-September as they were a year ago. The size of purchase per household declined 6 percent during the quarter, but this decline was more than offset by an increase in the number of families buying. Thus, consumer purchases of fresh oranges increased 11 percent in July-September, and expenditures were up 12 percent.

Cumulative purchases for October-September 1964-65 increased 3 percent or 9.1 million dozen above the same months of 1963-64; cumulative expenditures were up 8 percent. (See figure in margin, tables 13, 17-19 and figs. 7-9.)

Increase Purchases of Fresh Grapefruit



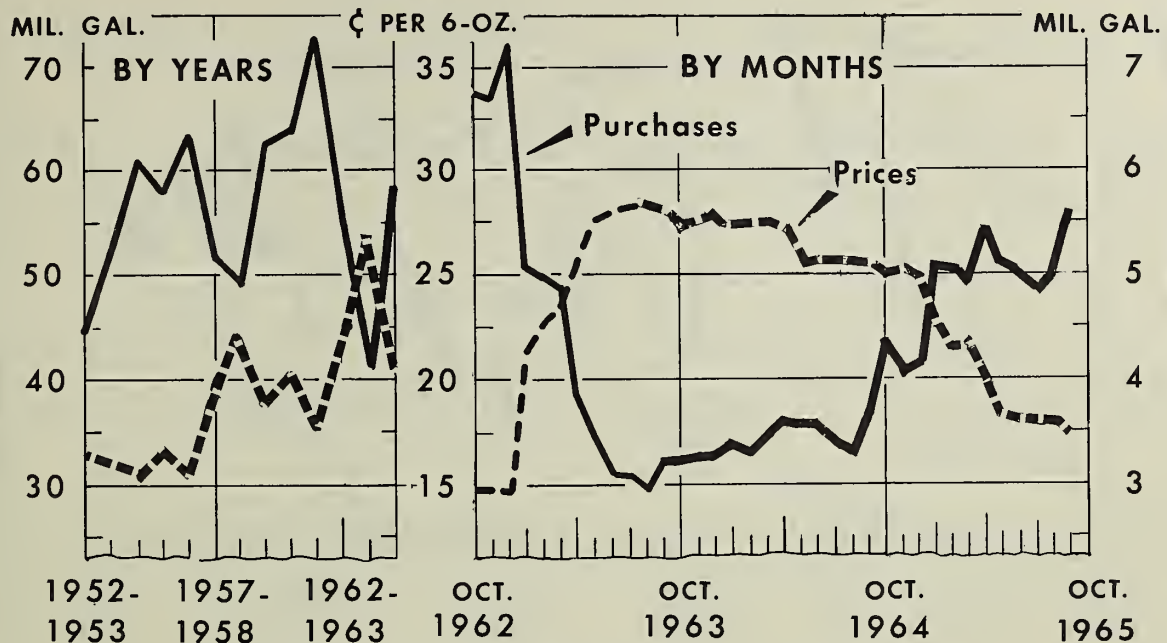
Household purchases of fresh grapefruit increased 59 percent--1.4 million dozen--in July-September from a year earlier. This increase resulted from more families making purchases and larger quantities bought per household. Total purchases for the 12 months of the year were 18 percent above the previous year level and the highest in the 3 years reported. (See figure in margin.)

July-September prices dropped 8 percent to \$1.48 per dozen. An average of 3.9 percent of the Nation's families purchased 6.5 grapefruit per month. The total expenditure for the quarter was up 47 percent from a year earlier. The family expenditure was virtually the same.

Retail prices were slightly higher from October through December 1964, but were lower during January-September 1965 compared to the previous year. The decline in prices was accompanied by an increase in the number of families buying and the average size purchase per household, which resulted in a substantial increase in total purchases. Consequently, cumulative expenditures showed a gain of 8 percent.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

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Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

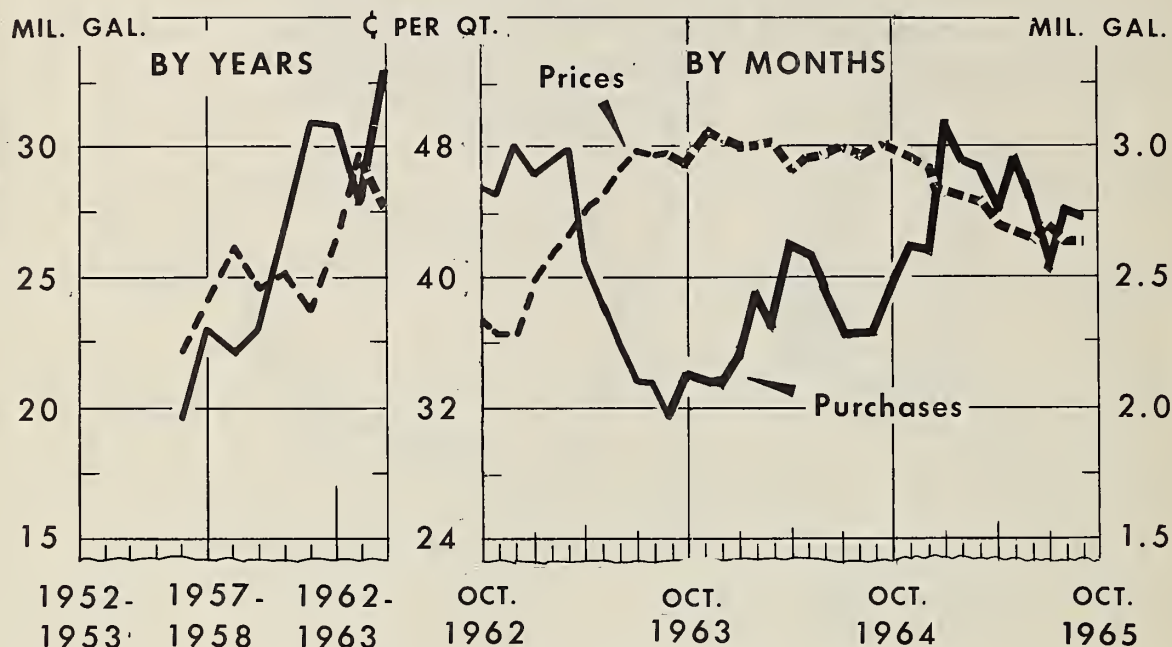
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	3,238	4,369	20.5	23.0	36.4	42.6	19.7	27.7	25.0
Nov.	4,970	3,263	4,090	20.4	23.1	36.9	39.6	19.9	27.4	25.2
Dec.	4,996	3,240	4,163	20.3	23.2	36.4	40.0	19.6	27.8	24.9
Oct.-Dec.	15,077	9,741	12,622	---	---	---	---	---	27.6	25.0
Jan.	5,312	3,398	5,076	21.4	25.3	36.0	44.9	19.6	27.3	22.8
Feb.	5,207	3,283	5,046	20.4	25.8	36.4	43.7	19.6	27.4	21.3
Mar.	5,172	3,494	4,931	20.5	25.5	38.3	43.6	19.6	27.4	21.1
Jan.-Mar.	15,691	10,175	15,053	---	---	---	---	---	27.4	21.7
Apr.	5,147	3,649	5,353	20.7	25.6	39.5	46.5	19.3	27.0	19.7
May	4,941	3,572	5,105	20.5	23.5	39.3	48.1	19.3	25.7	18.1
June	4,740	3,551	5,044	19.8	24.0	39.4	46.7	19.5	25.7	18.0
Apr.-June	14,828	10,772	15,502	---	---	---	---	---	26.1	18.6
July	4,601	3,349	4,801	19.1	23.5	39.0	45.3	19.6	25.6	17.8
Aug.	4,580	3,290	4,936	19.6	23.7	38.0	46.5	19.8	25.6	17.7
Sept.	5,111	3,728	5,596	21.4	25.6	39.2	48.2	19.6	25.4	17.4
July-Sept.	14,292	10,367	15,333	---	---	---	---	---	25.5	17.6
Season	59,888	41,055	58,510	---	---	---	---	19.6	26.6	20.5

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

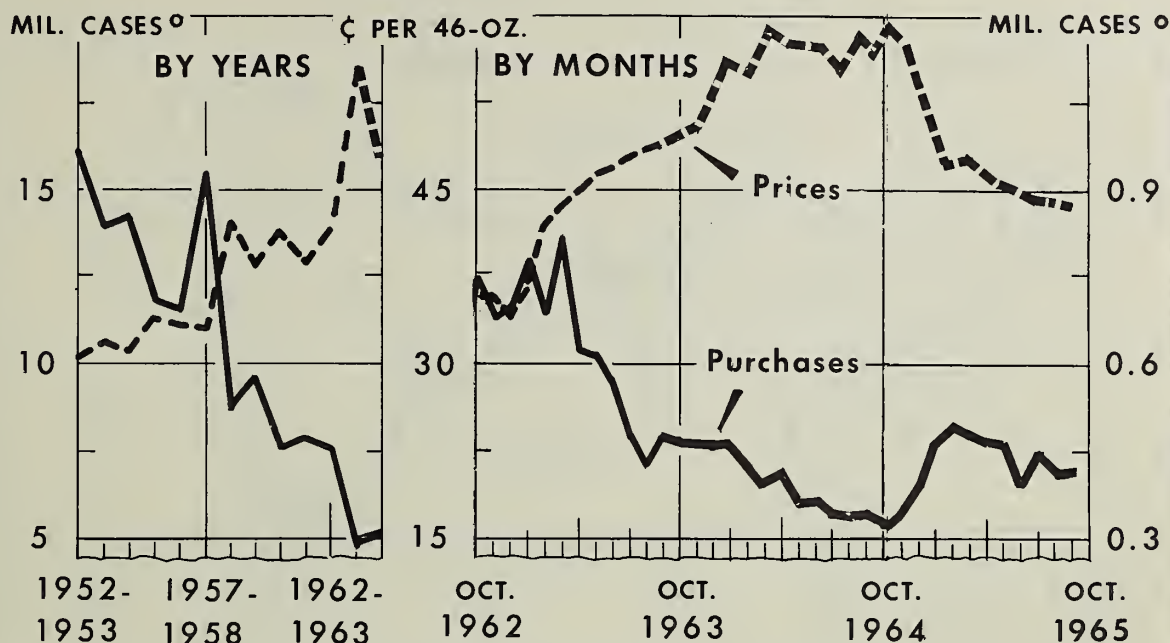
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,144	2,475	5.1	5.3	97.5	103.4	39.7	47.3	47.8
Nov.	2,017	2,074	2,627	4.7	5.8	102.4	103.7	40.2	48.5	47.6
Dec.	1,911	2,097	2,604	4.7	5.4	99.0	105.9	40.0	48.1	46.6
Oct.-Dec.	5,878	6,315	7,706	---	---	---	---	---	48.0	47.3
Jan.	2,098	2,197	3,051	5.4	6.8	91.9	98.8	39.1	47.9	45.0
Feb.	2,288	2,440	2,946	5.5	6.7	98.9	97.4	38.7	47.9	45.0
Mar.	2,267	2,276	2,919	5.2	6.4	98.7	98.8	39.6	48.1	44.4
Jan.-Mar.	6,653	6,913	8,916	---	---	---	---	---	48.0	44.8
Apr.	2,239	2,677	2,742	6.1	6.1	97.7	99.2	39.3	46.4	43.2
May	2,339	2,565	2,953	5.6	6.2	103.0	104.6	38.7	47.4	42.6
June	2,291	2,412	2,768	5.3	6.2	99.9	99.4	38.3	47.7	42.3
Apr.-June	6,869	7,654	8,463	---	---	---	---	---	47.2	42.7
July	2,064	2,282	2,541	5.1	6.0	100.0	93.6	39.1	48.0	43.0
Aug.	1,901	2,296	2,752	4.8	6.0	107.6	101.3	39.6	47.2	42.3
Sept.	1,974	2,290	2,712	5.0	6.2	102.8	95.4	39.6	48.0	41.8
July-Sept.	5,939	6,868	8,005	---	---	---	---	---	47.7	42.4
Season	25,339	27,750	33,090	---	---	---	---	39.3	47.7	44.3

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

° EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

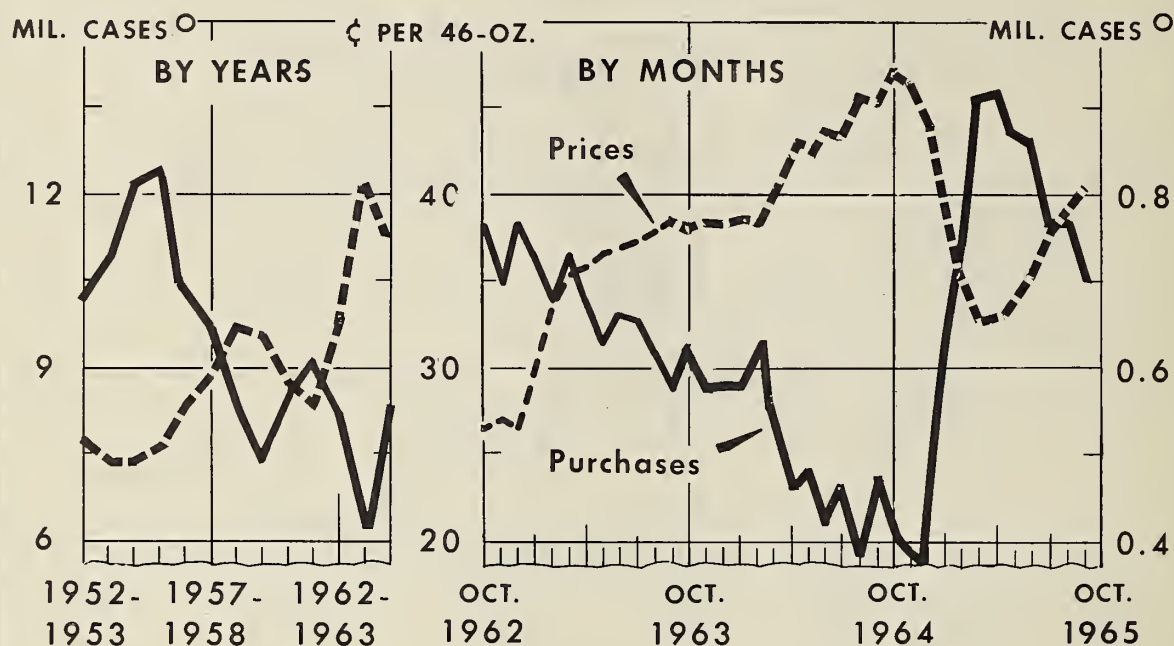
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1963-1957-61	1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	Average : 1963-1957-61	1964	1964-1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	455	323	4.5	3.0	78.5	82.5	37.8	50.2	58.7
Nov.	808	456	327	4.3	3.4	84.4	76.7	37.7	51.4	57.8
Dec.	754	450	392	4.4	3.8	79.3	77.1	38.1	53.7	53.8
Oct.-Dec.	2,414	1,361	1,042	---	---	---	---	---	51.8	56.8
Jan.	892	453	446	4.4	4.2	79.5	81.8	37.0	56.0	50.6
Feb.	909	415	497	4.3	4.4	77.0	86.3	37.5	55.4	47.0
Mar.	915	376	470	3.8	4.5	78.8	79.8	37.5	58.5	46.2
Jan.-Mar.	2,716	1,244	1,413	---	---	---	---	---	56.6	47.9
Apr.	881	401	460	4.2	3.9	77.1	88.8	37.8	57.7	46.3
May	838	365	453	3.8	3.9	73.5	88.7	37.9	57.5	45.3
June	806	362	396	3.5	3.6	80.5	83.6	37.7	57.5	45.0
Apr.-June	2,525	1,128	1,309	---	---	---	---	---	57.6	45.5
July	764	337	451	3.5	3.6	76.0	93.7	38.5	55.5	44.3
Aug.	708	331	419	3.4	3.7	74.6	85.8	39.0	57.6	43.9
Sept.	709	339	423	3.4	3.6	75.1	88.9	39.9	57.4	43.5
July-Sept.	2,181	1,007	1,293	---	---	---	---	---	56.8	43.9
Season	9,836	4,740	5,057	---	---	---	---	38.0	55.5	48.1

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. \circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

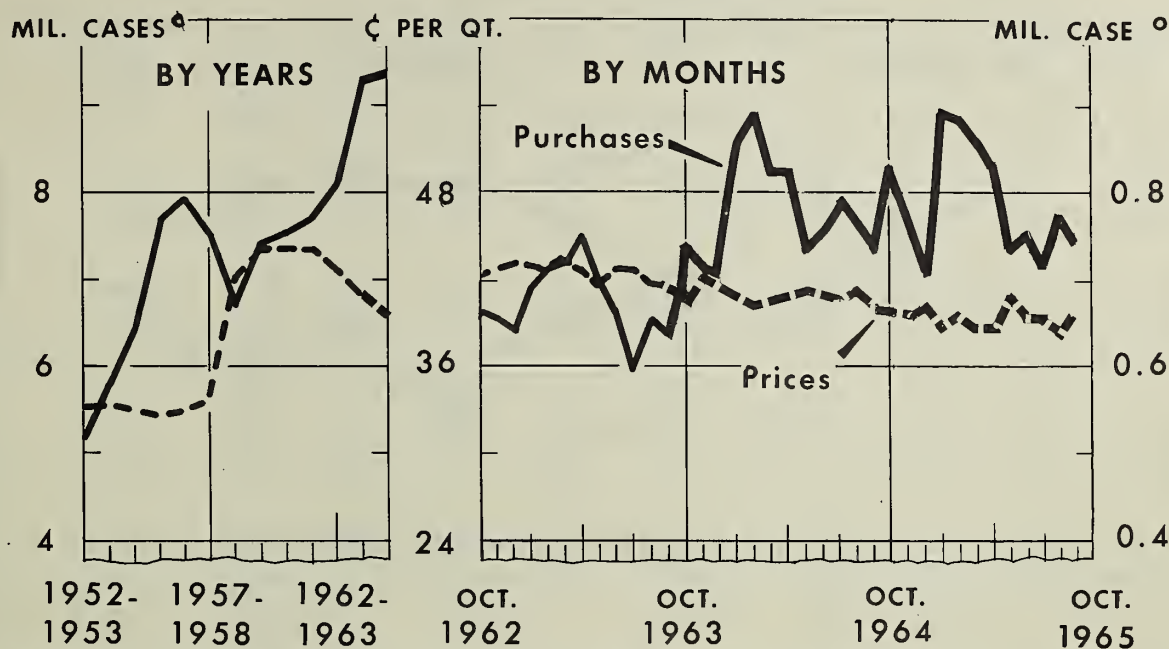
Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct. :	772	620	404	4.9	3.3	97.2	93.1	30.3	37.9	47.3
Nov. :	683	566	379	4.6	3.5	96.7	82.6	30.7	38.4	46.5
Dec. :	643	576	371	4.7	3.4	95.1	83.3	30.4	38.3	44.1
Oct.-Dec. :	2,098	1,762	1,154	---	---	---	---	---	38.2	46.0
Jan. :	755	575	613	4.5	4.7	99.1	100.7	30.1	38.9	38.8
Feb. :	715	636	738	4.8	5.3	99.6	106.8	30.4	38.5	34.9
Mar. :	738	549	914	4.6	5.6	93.5	124.3	30.1	40.3	32.5
Jan.-Mar. :	2,208	1,760	2,265	---	---	---	---	---	39.2	35.4
Apr. :	793	461	916	4.0	5.8	89.4	120.0	29.1	42.8	32.7
May :	781	484	871	4.2	6.0	88.8	109.0	28.9	42.5	33.9
June :	714	427	862	3.8	5.8	86.3	113.7	29.2	43.5	35.2
Apr.-June :	2,288	1,372	2,649	---	---	---	---	---	42.9	33.9
July :	632	464	768	3.8	5.5	92.8	106.9	30.3	42.9	38.0
Aug. :	683	389	772	3.4	5.1	87.6	111.0	29.9	45.3	39.2
Sept. :	663	474	703	3.8	5.0	96.4	101.4	30.3	45.1	40.3
July-Sept. :	1,978	1,327	2,243	---	---	---	---	---	44.4	39.1
Season :	8,572	6,221	8,311	---	---	---	---	30.0	40.8	37.3

$\frac{1}{2}$ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 8 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

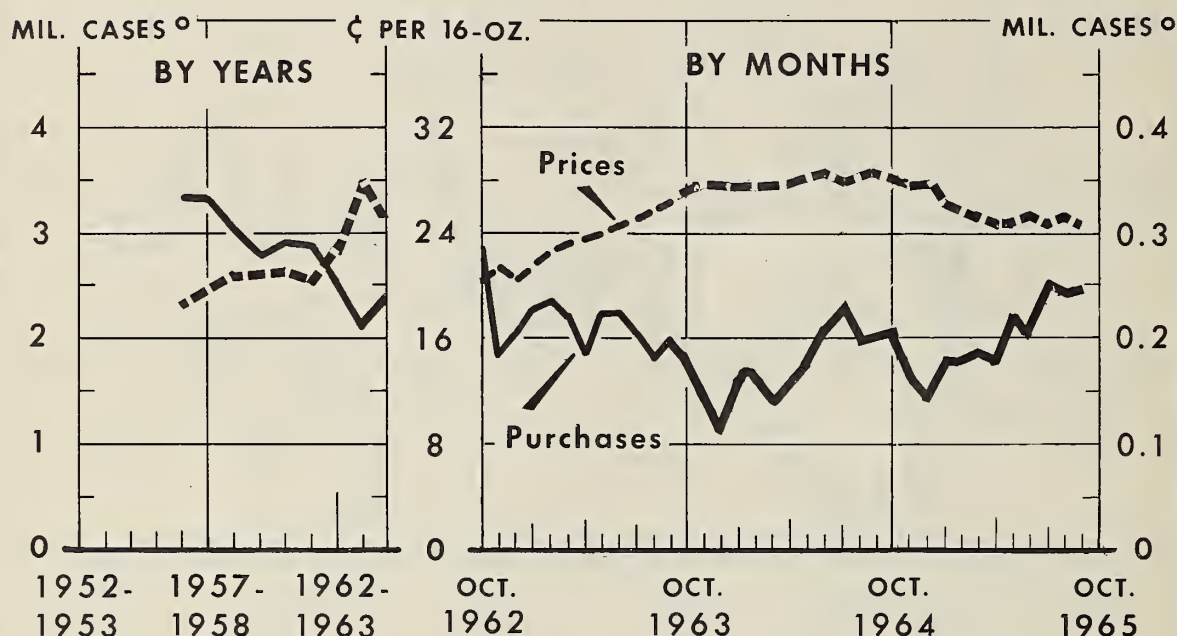
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	731	826	7.3	8.0	77.6	78.4	39.9	40.8	39.9
Nov.	598	708	776	7.2	7.6	76.1	79.2	40.5	42.0	39.3
Dec.	599	706	706	7.3	7.2	74.5	75.4	40.8	41.6	40.1
Oct.-Dec.	1,829	2,145	2,308	---	---	---	---	---	41.5	39.8
Jan.	652	856	893	8.4	8.5	78.3	80.0	40.9	40.7	38.3
Feb.	653	888	890	8.7	8.2	78.9	81.2	41.4	40.5	39.0
Mar.	654	824	856	8.6	8.5	73.5	76.0	41.5	40.5	38.6
Jan.-Mar.	1,959	2,568	2,639	---	---	---	---	---	40.6	38.6
Apr.	602	826	827	8.0	7.6	78.1	81.9	41.7	40.8	38.6
May	607	734	737	7.4	7.0	75.8	80.2	41.8	41.1	40.3
June	600	756	754	7.4	7.2	77.7	79.7	41.7	40.9	39.5
Apr.-June	1,809	2,316	2,318	---	---	---	---	---	40.9	39.5
July	571	791	715	7.8	6.8	76.9	79.6	41.7	40.6	39.5
Aug.	569	763	774	7.4	7.1	78.9	82.3	41.6	41.1	38.1
Sept.	602	734	745	7.2	7.1	78.5	79.9	41.7	40.0	38.8
July-Sept.	1,742	2,288	2,234	---	---	---	---	---	40.6	38.8
Season	7,339	9,317	9,499	---	---	---	---	41.3	40.9	39.1

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	183	201	3.2	3.6	49.4	47.2	20.0	27.0	28.0
Nov.	249	143	161	2.9	2.6	43.0	52.5	20.3	27.8	27.7
Dec.	192	111	146	2.4	2.5	39.8	48.7	20.5	27.6	27.8
Oct.-Dec.	752	437	508	---	---	---	---	---	27.5	27.8
Jan.	245	164	179	3.1	3.3	45.8	46.0	20.2	26.9	26.4
Feb.	239	159	179	2.7	3.0	49.7	49.4	20.2	27.6	25.9
Mar.	225	142	184	2.9	3.0	41.4	51.5	20.4	27.5	25.5
Jan.-Mar.	709	465	542	---	---	---	---	---	27.3	25.9
Apr.	227	162	179	3.1	2.9	44.2	51.3	20.3	27.9	24.8
May	233	176	222	3.4	3.2	44.3	58.5	20.4	28.1	24.8
June	255	207	201	3.6	3.2	49.8	51.7	20.5	28.2	25.4
Apr.-June	715	545	602	---	---	---	---	---	28.1	25.0
July	264	234	252	3.9	3.4	51.4	61.0	20.7	27.6	24.6
Aug.	253	199	236	3.3	3.5	52.1	56.1	20.4	28.2	25.2
Sept.	284	200	247	3.1	3.6	55.5	56.7	20.4	28.2	24.8
July-Sept.	801	633	735	---	---	---	---	---	28.0	24.9
Season	2,977	2,080	2,387	---	---	---	---	20.4	27.7	25.8

$\frac{1}{2}$ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	4,391	5,041	4,545	34.3	32.6	114.1	105.9	29.8	30.6	31.9
Nov.	4,535	4,619	4,563	34.1	33.8	103.6	102.3	29.9	31.5	32.3
Dec.	4,247	4,705	4,368	35.2	33.0	102.8	100.4	30.3	31.8	32.9
Oct.-Dec.	13,173	14,365	13,476	---	---	---	---	30.0	31.3	32.4
Jan.	5,340	5,106	4,661	36.8	34.1	107.4	102.9	29.8	32.0	32.2
Feb.	5,867	5,140	4,622	36.3	34.2	108.2	101.8	29.8	31.8	32.0
Mar.	6,242	4,982	4,736	36.6	35.0	105.2	102.1	30.0	31.9	31.8
Jan.-Mar.	17,449	15,228	14,019	---	---	---	---	29.9	31.9	32.0
Apr.	5,605	4,759	4,617	34.9	33.8	104.8	103.0	30.5	33.1	32.0
May	5,510	4,668	4,436	34.4	32.6	103.8	102.6	30.2	32.9	31.9
June	5,171	4,433	4,177	33.8	32.1	100.4	98.0	30.8	32.8	32.3
Apr.-June	16,286	13,860	13,230	---	---	---	---	30.5	32.9	32.1
July	4,720	4,328	3,854	32.2	30.8	101.4	93.4	31.4	32.6	32.6
Aug.	4,740	4,256	3,899	32.0	30.4	100.9	94.9	31.5	31.5	32.3
Sept.	4,748	4,220	4,382	31.3	31.7	102.2	102.5	31.7	32.1	31.3
July-Sept.	14,208	12,804	12,135	---	---	---	---	31.5	32.1	32.0
Season	61,116	56,257	52,860	---	---	---	---	30.5	32.0	32.1

TABLE 8.--MISCELLANEOUS FROZEN CONCENTRATED JUICES: Consumer purchases, percentage of families buying, purchases per buying family and average price paid, October 1962 to date 3/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	675	932	905	---	6.6	---	30.6	18.2	20.7	21.1
Nov.	643	853	823	6.1	6.4	32.1	28.9	18.2	21.2	21.7
Dec.	676	725	725	6.0	6.1	27.8	26.8	17.9	21.4	21.8
Oct.-Dec.	1,994	2,510	2,453	---	---	---	---	18.1	21.1	21.5
Jan.	1,027	981	976	7.8	7.4	28.9	29.5	18.2	21.3	20.9
Feb.	1,082	1,007	917	8.0	6.7	28.8	30.7	19.0	21.0	20.8
Mar.	1,106	944	1,033	7.6	7.4	28.5	31.4	19.1	21.6	20.4
Jan.-Mar.	3,215	2,932	2,926	---	---	---	---	18.8	21.3	20.7
Apr.	1,161	1,102	930	8.1	6.8	30.4	30.8	19.2	21.1	20.2
May	1,208	828	952	6.6	6.8	28.5	31.3	19.4	21.5	20.2
June	975	834	809	6.9	6.2	27.4	29.1	20.3	21.0	20.0
Apr.-June	3,344	2,764	2,691	---	---	---	---	19.6	21.2	20.1
July	903	800	823	6.3	6.0	28.8	30.9	20.3	21.1	18.6
Aug.	872	832	814	6.3	6.2	29.6	30.0	20.6	20.6	18.7
Sept.	822	794	802	6.3	6.0	28.7	30.2	21.0	21.2	19.3
July-Sept.	2,597	2,426	2,439	---	---	---	---	20.6	21.0	18.9
Season	11,150	10,632	10,509	---	---	---	---	19.3	21.1	20.3

1/ Includes citrus blends, and canned juices other than orange, grapefruit and prune. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends, and frozen concentrated juices other than orange.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

Table 9.--TOTAL FROZEN CONCENTRATED FRUIT JUICES, AND FRUIT DRINKS: Consumer purchases and prices paid, October 1962 to date

Period ^{1/}	Total frozen concentrated juices					Total frozen concentrated drinks				
	Purchases		Prices paid per 6-ounce can			Purchases		Prices paid per 6-ounce can		
	1962- : 1963 :	1963- : 1964 :	1964- : 1965 :	1963- : 1964- :	1964- : 1965 :	1962- : 1963 :	1963- : 1964 :	1964- : 1965 :	1963- : 1964- :	1964- : 1965 :
	gallons	gallons	gallons	Cents	Cents	gallons	gallons	gallons	Cents	Cents
Oct.	1,000	1,000	1,000	26.1	24.3	1,000	1,000	1,000	14.7	13.9
Nov.	7,394	4,170	5,274	26.1	24.6	---	1,504	1,225	15.5	14.4
Dec.	7,312	4,116	4,913	26.6	24.4	---	1,077	1,020	15.2	14.4
Oct.-Dec.	7,891	3,965	4,888	26.3	24.5	---	917	782	15.1	14.2
	22,597	12,251	15,075	26.0	22.5	---	3,498	3,027	15.9	14.4
Jan.	6,093	4,379	6,052	25.9	21.2	---	1,201	882	16.0	14.4
Feb.	6,065	4,290	5,963	26.2	21.0	---	1,126	782	15.5	14.4
Mar.	5,961	4,438	5,964	26.0	21.6	---	1,131	915	15.8	14.4
Jan.-Mar.	18,119	13,107	17,979	25.6	19.8	---	3,458	2,579	15.0	12.7
Apr.	4,962	4,751	6,283	24.9	18.4	1,458	1,545	1,212	12.2	10.8
May	4,601	4,400	6,057	24.8	18.3	2,519	3,247	2,783	11.6	10.7
June	4,044	4,385	5,853	25.1	18.8	3,623	3,360	3,018	12.9	11.4
Apr.-June	13,607	13,536	18,193	24.7	17.9	7,600	8,152	7,013	11.5	10.5
July	3,952	4,149	5,624	24.6	17.8	4,477	4,281	3,212	11.4	10.4
Aug.	3,803	4,122	5,750	24.7	17.6	3,682	2,999	2,922	12.2	10.7
Sept.	4,044	4,522	6,398	24.7	17.8	2,386	2,073	1,767	11.7	10.4
July-Sept.	11,799	12,793	17,772	25.5	20.5	10,545	9,353	7,901	13.0	11.7
Season	66,122	51,687	69,019	20.5	(18,145)	24,461	20,520	13.0	11.7	

Table 10.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average price paid, October 1962 to date ^{2/}

Period <u>1/</u>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 32-ounce jar		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	<u>gallons</u>	<u>gallons</u>	<u>gallons</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
	1,000	1,000	1,000							
Oct.	311	194	227	1.0	1.3	43.9	40.3	63.0	77.9	74.2
Nov.	394	256	279	1.3	1.6	47.4	41.6	61.6	68.9	72.7
Dec.	326	222	256	1.2	1.4	45.3	42.6	62.4	71.3	72.1
Oct.-Dec.	1,031	672	762	---	---	---	---	62.3	72.7	73.0
Jan.	295	222	290	1.2	1.4	44.5	48.6	64.8	76.1	68.4
Feb.	298	251	314	1.2	1.5	49.6	48.4	70.2	75.8	66.9
Mar.	286	224	323	1.3	1.6	41.8	46.4	72.5	74.6	66.6
Jan.-Mar.	879	697	927	---	---	---	---	69.2	75.5	67.3
Apr.	284	280	308	1.3	1.5	51.5	47.8	75.0	74.5	67.2
May	258	338	251	2.1	1.3	37.6	44.9	76.8	74.6	66.1
June	180	312	299	1.9	1.6	39.3	44.0	77.5	76.2	69.2
Apr.-June	722	930	858	---	---	---	---	76.4	75.1	67.5
July	144	288	253	1.4	1.3	46.4	44.7	80.7	75.5	67.9
Aug.	134	260	240	1.4	1.0	41.8	56.2	82.6	75.8	68.6
Sept.	119	225	206	1.2	1.0	45.5	49.4	82.5	74.1	66.2
July-Sept.	397	773	699	---	---	---	---	81.9	75.1	67.6
Season	3,029	3,072	3,246	---	---	---	---	70.2	74.6	68.8

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. ^{2/} These estimates, as for all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying, estimates for chilled salads particularly should be used with caution.

Table 11.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,847	6,098	41.5	39.0	128.2	118.5	---	35.6	37.8
Nov.	6,495	6,349	6,045	41.3	40.3	117.8	114.2	---	36.8	37.7
Dec.	6,152	6,437	5,837	41.8	39.1	117.7	113.2	---	37.0	38.0
Oct.-Dec.	19,379	19,633	17,980	---	---	---	---	---	36.5	37.8
Jan.	6,931	6,990	6,613	44.2	41.2	122.0	121.3	---	37.4	37.1
Feb.	6,940	7,079	6,747	43.8	41.7	123.4	121.8	---	37.1	36.6
Mar.	7,015	6,731	6,976	43.9	43.3	118.4	122.2	---	37.3	35.8
Jan.-Mar.	20,886	20,800	20,336	---	---	---	---	---	37.3	36.5
Apr.	6,875	6,447	6,820	41.8	41.6	118.5	124.5	---	38.6	35.9
May	6,817	6,251	6,497	40.4	40.6	117.8	121.2	---	38.2	36.1
June	6,454	5,978	6,189	40.0	39.8	114.2	117.8	---	38.4	36.5
Apr.-June	20,146	18,676	19,506	---	---	---	---	---	38.4	36.2
July	6,013	5,920	5,788	38.9	38.0	115.2	114.2	---	38.2	37.2
Aug.	5,892	5,739	5,864	38.6	37.8	112.9	115.5	---	37.6	37.0
Sept.	5,995	5,767	6,253	37.8	39.3	115.8	118.2	---	37.9	36.0
July-Sept.	17,900	17,426	17,905	---	---	---	---	---	37.9	36.7
Season	78,311	76,535	75,727	---	---	---	---	---	37.5	36.8

Table 12.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	Average : 1959-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1959-61	1963- : 1964	1964- : 1965
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	4,630	4,723	23.6	23.0	152.2	154.0	32.0	32.0	31.6
Nov.	2,577	3,990	4,222	21.9	21.6	143.2	149.6	32.8	32.2	32.0
Dec.	2,635	4,224	4,263	21.9	22.0	150.2	145.3	32.3	32.8	32.5
Oct.-Dec.	8,070	12,844	13,208	---	---	---	---	---	32.3	32.0
Jan.	3,235	5,094	4,854	25.0	23.0	156.0	158.4	31.8	32.1	31.4
Feb.	3,362	5,624	4,903	26.5	23.4	164.0	158.4	31.9	32.1	31.8
Mar.	3,408	5,471	4,692	26.5	23.1	160.3	154.4	31.7	32.1	31.8
Jan.-Mar.	10,005	16,189	14,449	---	---	---	---	---	32.1	31.7
Apr.	3,558	5,957	4,992	28.4	23.4	162.4	160.8	31.7	31.8	31.2
May	3,758	6,213	5,557	29.1	24.6	165.2	170.0	31.7	31.7	30.4
June	4,027	5,980	5,525	28.6	25.1	160.3	165.3	31.3	31.4	30.2
Apr.-June	11,343	18,150	16,074	---	---	---	---	---	31.6	30.6
July	4,007	6,201	5,568	28.6	25.1	165.8	166.9	30.8	30.9	29.9
Aug.	3,486	5,498	5,276	25.8	24.3	164.1	163.8	31.1	31.0	27.9
Sept.	3,233	4,937	4,586	23.2	22.2	162.2	156.5	31.5	31.6	30.5
July-Sept.	10,726	16,636	15,430	25.9	23.9	164.0	162.4	---	31.2	29.4
Season	40,144	63,819	59,161	---	---	---	---	31.7	31.8	30.9

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases No. 24 cans ... 432 ounces per case.

Table 13.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	12,673	13,527	15.4	16.2	17.8	17.7	62.4	62.3	67.1
Nov.	24,791	20,614	22,962	24.9	25.8	17.9	18.8	48.6	59.7	56.4
Dec.	42,444	40,586	41,422	40.8	41.4	21.4	21.2	49.4	55.8	58.7
Oct.-Dec.	80,123	73,873	77,911	---	---	---	---	51.2	59.3	60.7
Jan.	27,332	42,660	40,496	39.2	38.7	23.3	22.0	67.3	57.5	59.9
Feb.	25,296	43,928	43,868	39.5	41.2	23.8	22.4	72.9	57.4	61.4
Mar.	20,699	41,937	44,093	38.0	40.7	23.7	22.8	74.6	57.6	61.5
Jan.-Mar.	73,327	128,525	128,457	---	---	---	---	71.6	57.5	60.9
Apr.	18,016	35,406	36,822	32.7	34.9	23.1	22.1	77.4	61.2	63.1
May	16,790	28,964	30,349	28.1	30.2	22.0	21.1	75.3	58.3	63.9
June	13,997	21,673	20,502	21.8	22.9	21.3	18.8	68.6	56.3	63.7
Apr.-June	48,803	86,043	87,673	---	---	---	---	74.2	58.6	63.6
July	12,232	12,900	13,396	13.9	15.2	19.7	18.4	61.0	61.3	61.6
Aug.	10,091	9,994	11,506	10.5	12.6	20.1	19.1	61.8	61.4	62.8
Sept.	11,491	10,122	11,610	11.3	13.6	19.1	17.8	58.3	64.0	64.0
July-Sept.	33,814	33,016	36,512	---	---	---	---	60.3	62.2	62.7
Season	236,067	321,457	330,553	---	---	---	---	63.5	58.5	61.5

Table 14.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	5,796	6,410	4,661	19.2	15.0	7.2	6.6	96.5	117.3	131.6
Nov.	10,570	10,203	10,612	23.4	24.9	9.4	9.0	87.4	110.4	111.0
Dec.	11,349	10,760	11,334	23.5	24.2	9.8	9.9	88.4	109.5	109.7
Oct.-Dec.	27,715	27,373	26,607	---	---	---	---	89.7	112.4	117.4
Jan.	9,217	12,880	14,300	27.1	28.3	10.2	10.6	106.2	110.7	100.6
Feb.	10,191	13,057	14,514	26.8	27.6	10.5	11.1	106.8	110.8	98.9
Mar.	9,963	12,027	15,201	25.5	28.6	10.1	11.2	108.6	117.2	100.4
Jan.-Mar.	29,371	37,964	44,015	---	---	---	---	107.2	112.9	100.0
Apr.	8,933	8,375	12,464	19.1	24.0	9.4	10.9	115.6	137.0	108.0
May	5,946	4,370	7,203	11.8	16.7	7.9	9.0	133.2	154.2	123.2
June	2,663	2,454	3,437	7.4	9.6	7.0	7.5	163.5	158.6	137.2
Apr.-June	17,542	15,199	23,104	---	---	---	---	128.8	145.4	122.8
July	765	1,028	1,613	3.3	4.6	6.5	7.4	167.4	155.2	140.5
Aug.	466	726	1,059	2.6	3.5	5.9	6.2	166.2	160.5	154.2
Sept.	836	559	1,006	2.2	3.6	5.5	5.9	136.9	172.1	155.0
July-Sept.	2,067	2,313	3,678	---	---	---	---	154.8	160.9	148.4
Season	76,695	82,849	97,404	---	---	---	---	107.1	119.8	109.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 15.--Equivalent single-strength purchases of orange and grapefruit juices, other juices, and fruit drinks, October 1962 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Frozen concentrated fruit drinks			Total all products		
	1962- cases	1963- cases	1964- cases	1962- cases	1963- cases	1964- cases	1962- cases	1963- cases	1964- cases	1963- cases	1964- cases	1965- cases	1963- cases	1964- cases	1965- cases
Monthly															
Oct.	10,320	5,547	6,637	5,851	6,876	6,443	3,304	4,630	4,723	1,974	1,598	1,598	19,027	19,401	+2.0
Nov.	10,110	5,504	6,331	5,949	6,338	6,314	2,905	3,990	4,222	1,407	1,329	1,329	17,239	18,196	+5.6
Dec.	10,903	5,486	6,468	5,684	6,270	5,933	2,859	4,224	4,263	1,201	1,023	1,023	17,181	17,687	+2.9
Oct-Dec:	31,333	16,537	19,436	17,484	19,484	18,690	9,068	12,844	13,208	4,582	3,950	3,950	53,447	55,284	+3.4
Jan.	8,363	5,706	7,978	7,250	7,124	6,711	4,176	5,094	4,854	1,553	1,153	1,153	19,477	20,696	+6.3
Feb.	8,132	5,664	8,088	7,865	7,221	6,599	4,594	5,624	4,903	1,448	1,024	1,024	19,957	20,614	+3.3
Mar.	8,192	5,739	8,092	8,272	6,925	6,816	4,703	5,471	4,692	1,480	1,210	1,210	19,615	20,810	+6.1
Jan-Mar:	24,687	17,109	24,158	23,387	21,270	20,126	13,473	16,189	14,449	4,481	3,387	3,387	59,049	62,120	+5.2
Apr.	6,547	5,979	8,531	7,730	6,891	6,546	5,075	5,957	4,992	2,018	1,619	1,619	20,845	21,688	+4.0
May	5,962	5,842	8,248	7,641	6,383	6,301	5,169	6,213	5,557	4,393	3,796	3,796	22,831	23,902	+4.7
June	5,526	5,712	8,055	6,985	6,177	5,890	5,035	5,980	5,525	4,561	4,135	4,135	22,430	23,605	+5.2
Apr-June:	18,035	17,533	24,834	22,356	19,451	18,737	15,279	18,150	16,074	10,972	9,550	9,550	66,106	69,195	+4.7
July	5,354	5,446	7,661	6,384	6,067	5,544	5,600	6,201	5,568	5,826	4,407	4,407	23,540	23,180	-1.5
Aug.	5,120	5,299	7,855	6,424	6,005	5,638	5,241	5,498	5,276	4,076	4,011	4,011	20,878	22,780	+9.1
Sept.	5,438	5,910	8,561	6,354	5,895	6,077	4,509	4,937	4,586	2,789	2,407	2,407	19,531	21,631	+10.8
July-Sept:	15,912	16,655	24,077	19,162	17,967	17,259	15,350	16,636	15,430	12,691	10,825	10,825	63,949	67,591	+5.7
Cumulative															
Oct.	10,320	5,547	6,637	5,851	6,876	6,443	3,304	4,630	4,723	1,974	1,598	1,598	19,027	19,401	+2.0
Nov.	20,430	11,051	12,968	11,800	13,214	12,757	6,209	8,620	8,945	3,381	2,927	2,927	36,266	37,597	+3.7
Dec.	31,333	16,537	19,436	17,484	19,484	18,690	9,068	12,844	13,208	4,582	3,950	3,950	53,447	55,284	+3.4
Jan.	39,696	22,243	27,414	24,734	26,608	25,401	13,244	17,938	18,062	6,135	5,103	5,103	72,924	75,980	+4.2
Feb.	47,828	27,907	35,502	32,599	33,829	32,000	17,838	23,562	22,965	7,583	6,127	6,127	92,881	96,594	+4.0
Mar.	56,020	33,646	43,594	40,871	40,754	38,816	22,541	29,033	27,657	9,063	7,337	7,337	112,496	117,404	+4.4
Apr.	62,567	39,625	52,125	48,601	47,645	45,362	27,616	34,990	32,649	11,081	8,956	8,956	133,341	139,092	+4.3
May	68,529	45,467	60,373	56,242	54,028	51,663	32,785	41,203	38,206	15,474	12,752	12,752	156,172	162,994	+4.4
June	74,055	51,179	68,428	63,227	60,205	57,553	37,820	47,183	43,731	20,035	16,887	16,887	178,602	186,599	+4.5
July	79,409	56,625	76,089	69,611	66,272	63,097	43,420	53,384	49,299	25,861	21,294	21,294	202,142	209,779	+3.8
Aug.	84,529	61,924	83,944	76,035	72,277	68,735	48,661	58,882	54,575	29,937	25,305	25,305	223,020	232,559	+4.3
Sept.	89,967	67,834	92,505	82,389	78,172	74,812	53,170	63,819	59,161	32,726	27,712	27,712	242,551	254,190	+4.8

1/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1; frozen concentrated fruit drinks, marketed at various concentrations, at 4.5 to 1. The latter is an approximation, since the product mix, which varies widely by season, is not known. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled, and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 16.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1963 to date 1/

Month and year 2/	Frozen concentrated juices 3/				Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Frozen concen- trated fruit drinks 3/	Average all items		
	Orange	Misc. 4/	Average	Cents		Orange	Grape- fruit	Prune	Misc. 4/				Average	Cents
1963-64														
October	6.9	5.2	6.5	8.9	6.5	4.9	7.6	4.0	4.6	4.2	3.3	5.0		
November	6.8	5.3	6.5	9.1	6.7	5.0	7.9	4.1	4.8	4.2	3.5	5.2		
December	7.0	5.4	6.6	9.0	7.0	5.0	7.8	4.1	4.8	4.3	3.5	5.2		
January	6.8	5.3	6.5	9.0	7.3	5.1	7.6	4.2	4.9	4.2	3.6	5.2		
February	6.8	5.2	6.5	9.0	7.2	5.0	7.6	4.1	4.8	4.2	3.7	5.1		
March	6.8	5.4	6.6	9.0	7.6	5.3	7.6	4.2	4.9	4.2	3.5	5.2		
April	6.8	5.3	6.4	8.7	7.5	5.6	7.6	4.3	5.0	4.1	3.4	5.1		
May	6.4	5.4	6.2	8.9	7.5	5.5	7.7	4.3	5.0	4.1	2.7	4.7		
June	6.4	5.2	6.2	8.9	7.5	5.7	7.7	4.3	5.0	4.1	2.5	4.7		
July	6.4	5.3	6.2	9.0	7.2	5.6	7.6	4.3	5.0	4.0	2.5	4.5		
August	6.4	5.2	6.2	8.8	7.5	5.9	7.7	4.1	4.9	4.0	2.5	4.6		
September	6.4	5.3	6.2	9.0	7.5	5.9	7.5	4.2	4.9	4.1	2.7	4.9		
Season	6.7	5.3	6.4	8.9	7.2	5.3	7.7	4.2	4.9	4.1	2.9	4.9		
1964-65														
October	6.2	5.3	6.1	9.0	7.6	6.2	7.5	4.2	4.9	4.1	3.2	5.1		
November	6.3	5.4	6.2	8.9	7.5	6.1	7.4	4.2	4.9	4.2	3.3	5.2		
December	6.2	5.4	6.1	8.7	7.0	5.8	7.5	4.3	5.0	4.2	3.3	5.2		
January	5.7	5.2	5.6	8.4	6.6	5.1	7.2	4.2	4.9	4.1	3.3	5.0		
February	5.3	5.2	5.3	8.4	6.1	4.6	7.3	4.2	4.8	4.2	3.3	4.9		
March	5.3	5.1	5.2	8.3	6.0	4.2	7.2	4.2	4.7	4.2	3.2	4.8		
April	4.9	5.0	4.9	8.1	6.0	4.3	7.2	4.2	4.7	4.1	2.8	4.6		
May	4.5	5.0	4.6	8.0	5.9	4.4	7.6	4.2	4.7	4.0	2.3	4.2		
June	4.5	5.0	4.6	7.9	5.9	4.6	7.4	4.2	4.8	3.9	2.3	4.2		
July	4.4	4.6	4.5	8.1	5.8	5.0	7.4	4.2	4.8	3.9	2.3	4.1		
August	4.4	4.7	4.5	7.9	5.7	5.1	7.1	4.2	4.8	3.6	2.2	4.1		
September	4.4	4.8	4.4	7.8	5.7	5.3	7.3	4.1	4.7	4.0	2.3	4.3		
Season	5.2	5.1	5.2	8.3	6.3	5.1	7.3	4.2	4.8	4.0	2.8	4.6		

1/ Based on prices paid per specified unit: Frozen concentrated juices and fruit drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices converted to ready-to-drink basis at 4 to 1; frozen concentrated fruit drinks approximated at 4.5 to 1. See table 15. 4/ Includes citrus blends.

Table 18.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1963 to date 1/

Month and year 2/	Frozen concentrated juices		Chilled orange juice		Canned single-strength juices				Canned single-strength fruit drinks		Frozen concentrated fruit drinks		Canned grapefruit sections		Chilled citrus salads and sections		Fresh oranges		Fresh grapefruit		Total	
	Orange		Misc. 3/		Orange				Grapefruit		Prune		Misc. 3/		Grapefruit		Grapefruit		Grapefruit			
	dollars	1,000 dollars	dollars	1,000 dollars	dollars	1,000 dollars	dollars	1,000 dollars	dollars	1,000 dollars	dollars	1,000 dollars	dollars	1,000 dollars	dollars	1,000 dollars	dollars	1,000 dollars	dollars	dollars	1,000 dollars	dollars
1963-64																						
Oct.	19,134	4,116		2,145	2,207	4,026	14,487	4,705	13,914	4,705	1,482	605	1,482	7,895	7,519	86,291						
Nov.	19,073	3,858		2,201	2,041	4,014	13,664	3,554	12,066	3,554	1,193	706	1,193	12,307	11,264	89,965						
Dec.	19,215	3,310		2,269	2,072	3,965	14,051	2,991	13,011	2,991	919	633	919	22,647	11,782	100,900						
Jan.	19,790	4,458		2,382	2,101	4,703	15,345	4,068	15,356	4,068	1,323	676	1,323	24,530	14,258	113,199						
Feb.	19,190	4,511		2,159	2,300	4,855	15,350	3,842	16,954	3,842	1,317	761	1,317	25,215	14,467	115,596						
March	20,423	4,350		2,066	2,078	4,505	14,925	3,740	16,493	3,740	1,172	668	1,172	24,156	14,096	113,051						
April	21,018	4,960		2,173	1,853	4,550	14,793	4,942	17,790	4,942	1,356	834	1,356	21,668	11,474	112,380						
May	19,584	3,798		1,971	1,932	4,073	14,423	8,467	18,496	8,467	1,484	1,009	1,484	16,886	6,739	103,725						
June	19,469	3,736		1,955	1,744	4,174	13,655	8,328	17,634	8,328	1,751	951	1,751	12,202	3,892	94,093						
July	18,290	3,601		1,757	1,869	4,335	13,250	10,483	17,995	10,483	1,938	870	1,938	7,908	1,595	88,272						
Aug.	17,968	3,656		1,791	1,655	4,234	12,590	7,325	16,006	7,325	1,684	788	1,684	6,136	1,165	79,333						
Sept.	20,200	3,591		1,827	2,008	3,964	12,722	5,405	14,651	5,405	1,692	667	1,692	6,478	962	78,564						
Season	233,354	47,945		24,696	23,860	51,398	169,255	67,850	190,366	67,850	17,311	9,168	17,311	188,028	99,213	1,175,369						
1964-65																						
Oct.	23,301	4,074		1,781	1,795	4,449	13,616	3,639	14,016	3,639	1,688	674	1,688	9,077	6,134	88,976						
Nov.	21,987	3,810		1,775	1,655	4,117	13,841	3,125	12,688	3,125	1,338	811	1,338	12,951	11,779	94,879						
Dec.	22,114	3,372		1,981	1,537	3,822	13,496	2,410	13,011	2,410	1,218	738	1,218	24,315	12,433	105,301						
Jan.	24,689	4,352		2,119	2,334	4,617	14,095	2,714	14,314	2,714	1,418	793	1,418	24,257	14,386	115,580						
Feb.	22,929	4,069		2,194	2,419	4,686	13,890	2,409	14,642	2,409	1,391	840	1,391	26,935	14,354	116,061						
March	22,196	4,496		2,039	2,790	4,461	14,144	2,803	14,012	2,803	1,408	860	1,408	27,117	15,262	116,772						
April	22,497	4,008		2,000	2,813	4,309	13,875	3,275	14,627	3,275	1,332	828	1,332	23,235	13,461	110,998						
May	19,712	4,102		1,927	2,773	4,010	13,289	6,397	15,865	6,397	1,652	664	1,652	19,393	8,874	103,690						
June	19,369	3,452		1,674	2,850	4,021	12,670	6,893	15,670	6,893	1,532	828	1,532	13,060	4,716	91,418						
July	18,231	3,266		1,876	2,741	3,813	11,799	7,209	15,635	7,209	1,860	687	1,860	8,252	2,266	82,006						
Aug.	18,638	3,247		1,727	2,842	3,981	11,827	6,461	13,824	6,461	1,784	659	1,784	7,226	1,633	78,505						
Sept.	20,772	3,302		1,728	2,661	3,902	12,881	4,030	13,136	4,030	1,838	545	1,838	7,430	1,559	78,318						
Season	256,435	45,550		22,821	29,210	50,188	159,423	51,365	171,440	51,365	18,459	8,927	18,459	203,248	106,857	1,182,504						

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen oranges and grapefruit. 2/ 4 weeks (28 days) per month; 48-weeks per season. 3/ Includes citrus blends.

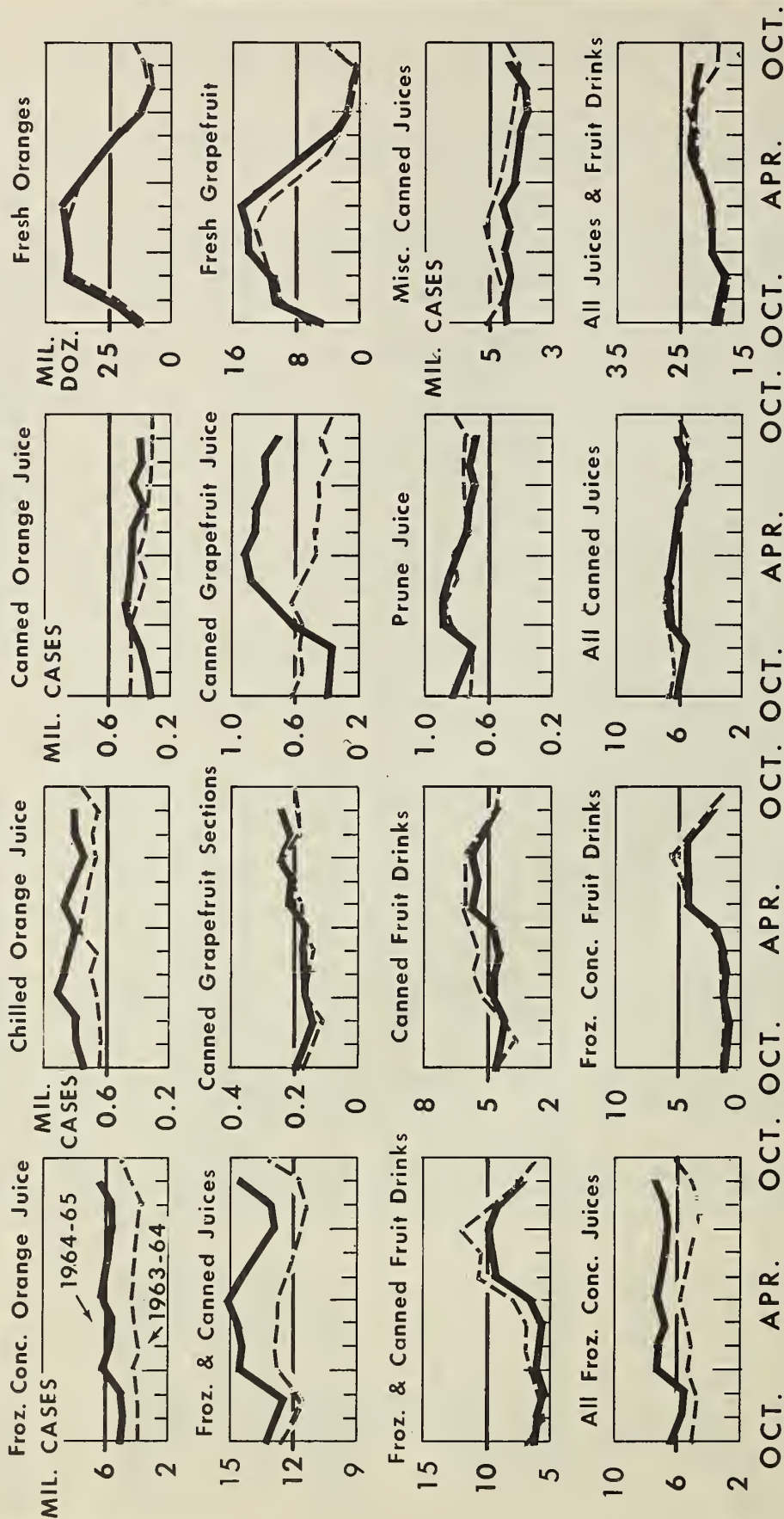
Table 19.---Average monthly consumer purchases and prices paid for citrus fruit, juices, drinks and other products, July-September 1964 and 1965 1/

Product	Total consumer purchases				Proportion of families buying		Purchases per buying family				Average prices paid	
	Volume - 1,000 units		Share of market		No.	Pct.	Number		Average each purchase		Oz.	Cent
	July-1964	Sept. 1964	July-1964	Sept. 1964			July-1964	Sept. 1964	July-1964	Sept. 1964		
Juices	Gal.	Gal.	Pct.	Pct.	No.	Pct.	No.	No.	Oz.	Oz.	Oz.	Cent
Frozen concentrated:												
Orange	3,456	5,111	+47.9	19.2	26.9	20.0	2.0	1.8	19.7	25.5	38.7	46.7
Miscellaneous	809	813	+0.5	4.5	4.3	6.3	1.7	1.7	16.8	18.0	29.0	30.4
Total concentrated	4,265	5,924	+38.9	23.7	31.2	---	---	---	---	---	---	---
Chilled orange	2,289	2,668	+16.6	3.2	3.5	5.0	2.4	2.2	42.6	44.3	103.5	96.8
Canned single-strength												
Orange	Cases 2/Cases 2/											
Grapefruit	336	431	+28.3	1.6	1.9	3.4	1.6	1.5	47.2	57.5	75.2	89.5
Prune	442	748	+69.2	2.1	3.3	3.7	1.6	1.6	59.5	63.4	92.3	106.4
Miscellaneous	763	745	-2.4	3.6	3.3	7.5	1.8	1.8	44.2	44.9	78.1	80.6
Total canned	4,268	4,045	-5.2	20.0	18.0	31.8	1.9	1.9	52.7	51.7	101.5	96.9
Total juices	5,809	5,969	+2.8	27.3	26.5	38.4	2.2	2.2	51.5	52.3	114.6	116.0
Fruit Drinks												
Frozen concentrated	Gal.	Gal.										
	3,118	2,634	-15.5	19.8	16.0	---	---	---	---	---	---	---
Canned single-strength												
Total fruit drinks	Cases	Cases										
	5,545	5,143	-7.2	26.0	22.8	25.9	2.2	2.1	75.8	76.4	164.0	162.4
Total Juices & Fruit Drinks	9,7753/	8,7513/	-10.5	45.8	38.8	---	---	---	---	---	---	---
Processed Citrus Fruit:												
Canned grapefruit sections:	211	245	+16.1	---	---	3.4	1.5	1.4	34.7	39.3	53.0	57.9
Chilled salads & sections	Gal.	Gal.										
	258	233	-9.7	---	---	1.3	1.5	1.5	29.3	33.1	44.6	50.1
Fresh Citrus Fruit:												
Oranges	Doz.	Doz.										
Grapefruit	11,005	12,171	+10.6	---	---	11.9	1.7	1.6	11.5	11.1	19.6	18.4
	771	1,226	+59.0	---	---	2.7	1.6	1.6	3.7	4.0	6.0	6.5

1/ Includes three 4-week periods or 12 weeks. See tables 1-14. Calculations made from unrounded data. 2/ Equivalent cases of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates with concentrated juices converted at 4 to 1, and concentrated fruit drinks at 4.5 to 1. The latter is an approximation since purchases by concentration, which vary widely by season, are not known. #6-ounce serving.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

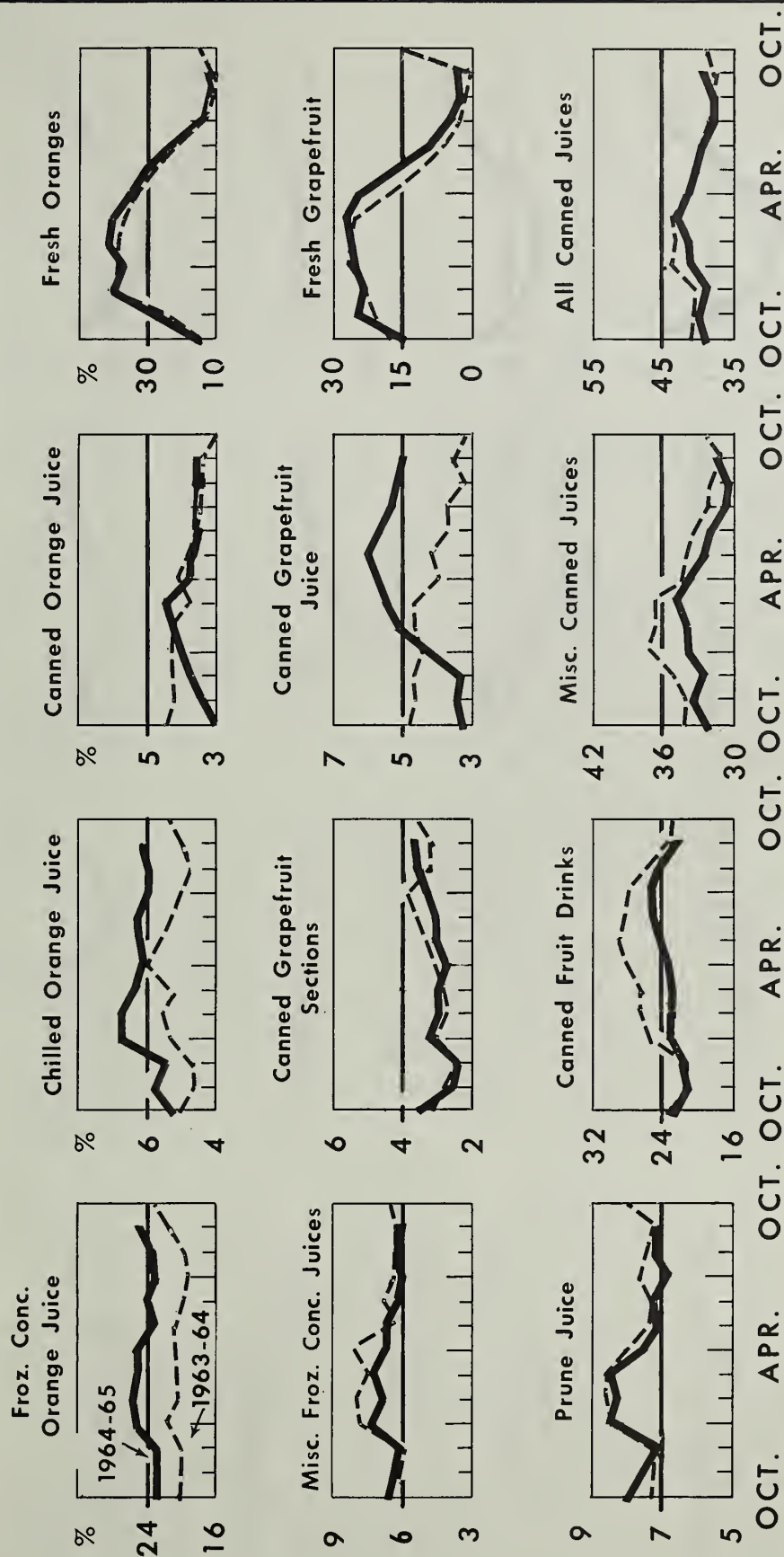
Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 7

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

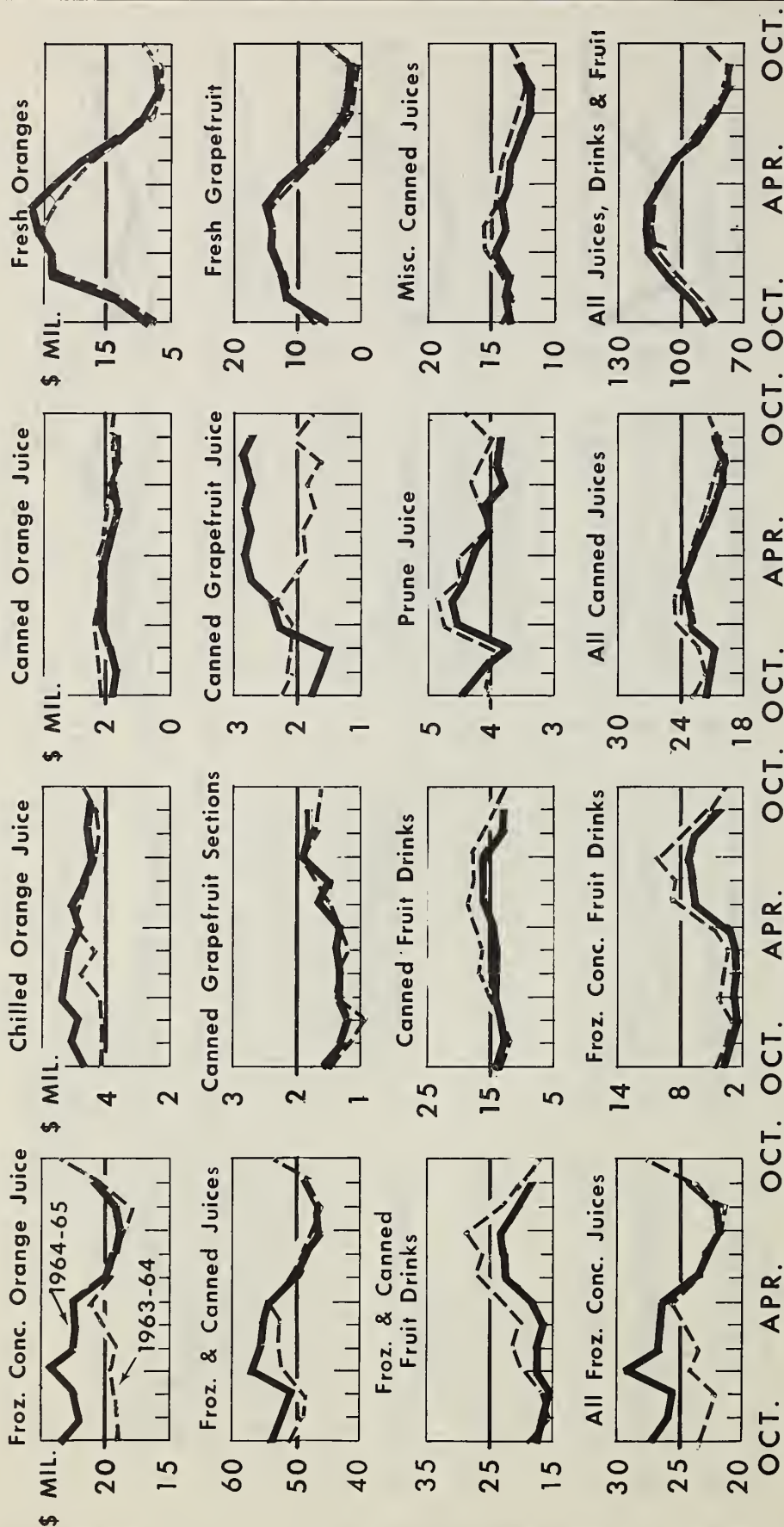


BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 8

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9

UNITED STATES DEPARTMENT OF AGRICULTURE

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